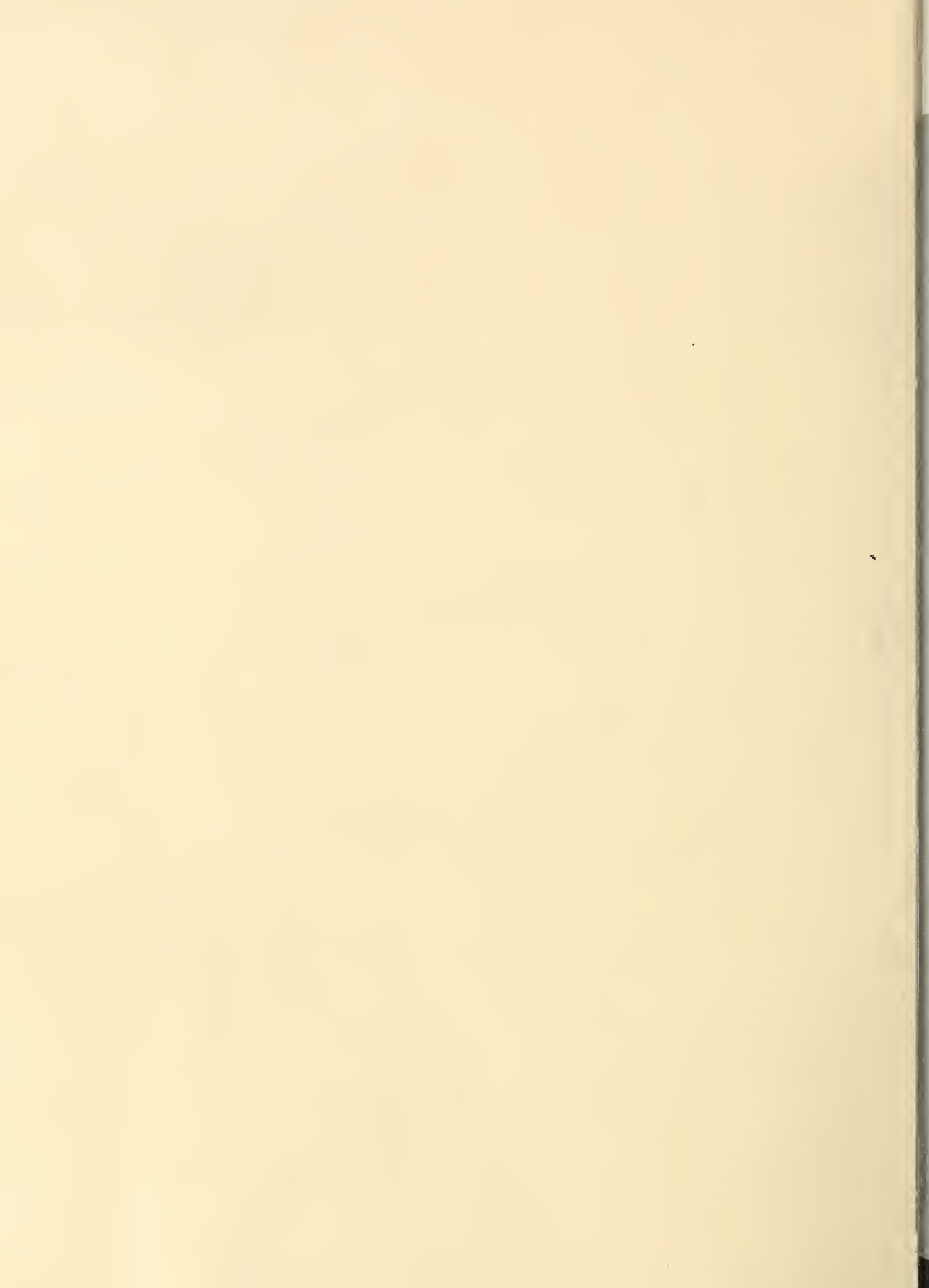


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE ✧ JANUARY 1967



EXTENSION
SERVICE

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

LLOYD H. DAVIS, Administrator
Federal Extension Service

Prepared in
Division of Information
Federal Extension Service, USDA
Washington, D. C. 20250

Division Director: Walter John
Editor: Walter J. Whorton

The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper trans- action of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 1, 1963).

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., 20402, at 15 cents per copy or by subscription at \$1.50 a year, domestic, and \$2.25, foreign.

Reference to commercial products and services is made with the understanding that no discrimination is intended and no endorsement by the Department of Agriculture is implied.

EXTENSION SERVICE
REVIEW

Official monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

CONTENTS	Page
4-H for College Credit	3
Try a County Fair Booth	4
Corn Rootworm Control	6
Extension—Catalyst, Coordinator	8
Alabama's Grassroots Approach	10
New Audiences for 4-H	12
Award-Winning Exhibits	14
From the Administrator's Desk	16

Education to Foil the Prognosticators!

The Cooperative Extension Service may hold the key to foiling the prognostications of world food authorities. The prognosticators, in short, say the world population is growing faster than the food and fiber production necessary to sustain it. Many have included a timetable for when the shortage will become generally felt—that is 1980.

Now all of this suggests a myriad of challenges. "Education for action"—the kind in which Cooperative Extension has no peer—is high on the priority list of challenges.

The only disagreement among the prognosticators seems to be "when" and "how severe." A major key to averting this danger of world hunger is developing production expertise among farmers in hungry nations comparable to that which has been developed among U.S. farmers. The productive capacity of U.S. farmers in food production, in which Extension played no small role, makes Extension a prime candidate for a major role in helping farmers in developing countries develop the same expertise.

The questions before us are these: Can we rise to the challenge posed by the educational vacuum? Can we speed up the educational process as it regards adoption and use of newer and more efficient production techniques? Can we make the symbol on the front cover, developed to represent extended knowledge to farmers and homemakers in this country, represent extended knowledge to farmers and homemakers throughout the world?

The accuracy of the prognosticators' predictions will depend to a large degree on how well Extension answers the questions above. — WJW



Plant classification requires a magnifying glass, reference book, time—and a little luck.



This zoology student soon got over her squeamishness about collecting specimens and preparing them for study.

4-H For College Credit

by
Harry P. Bolton
*Farm Advisor
Placer County, California*

Four units of college credit transferable to the university—California 4-H members who are high school juniors or seniors have an opportunity to earn them in a special summer science course offered by Sierra College.

They use this basic science knowledge to expand county 4-H plant and animal science programs.

A registration fee of \$50 includes transportation and meals for two weeklong field trips—one to Van Damme State Park on the coast and the other to the Placer-Nevada 4-H Camp in the high Sierra Mountains.

An additional two weeks are spent in the classroom and lab at the college.

Field studies in the mountains are directly related to training programs organized by the 4-H'ers for their county 4-H camps. Observation of native plant and animal life has new meaning for younger members when college trainees explain "life cycles" and "environmental adaption."

Four students were selected to participate in the trial program last year. Barbara Craver, Solano County; Jone Anderson, Amador; and Louanne Bell, Placer, enrolled in the botany

section and worked with plant science projects. Ruth Andersen, Placer County, was the lone zoologist working in animal science.

Ray Underhill and Roland Bergholdt, life science instructors, are enthused about the dual-role students. "The 4-H'ers have a real interest in the course because they know they will soon be cast in the teacher's role," says Underhill. "And we all realize the reinforcing value of teaching something we have just learned ourselves."

The 4-H'ers were equally enthused about the course and the additional opportunity to serve the local 4-H program.

"Another advantage," points out Jone Anderson, "is the chance to start college work in the summer and get the feel of it before plunging into a full program of study in the fall. I know now I'm going to work harder than I did in high school!" □



Cowlitz County 4-H'ers obtained most of these visual aids and flats from a local store which also provided professional assistance. A natural tour of the booth led visitors to a viewing room where subject-related films were shown.

Washington Home Agent Says—

Try a County Fair Booth

by

Earl J. Otis

*Extension Information Specialist
Washington State University*

Bertieann Levings has a few old-fashioned ideas. She still thinks there is a market for a better mouse trap.

As home agent in Cowlitz County, Washington, she has more than nibbled cheese to back up a claim that well-planned county fair booths can lure large numbers of people to Extension education.

Five years ago, when she moved to the southwestern Washington

county, she decided to use educational projects of the year as the basis for demonstrations in the home economics building at the fair grounds. Since then, crowds have steadily increased to the point where Extension's endeavors at the fair get prime space and top consideration by fair officials.

During the 1966 event, Cowlitz homemakers' clubs took one booth

and 4-H'ers manned another. Different demonstrations were featured at the homemakers' booth each day. Wednesday it was "Better Light for Better Sight." Thursday the ladies demonstrated the preparation of better breakfasts. Friday they showed pattern selection. Publications offered in connection with each demonstration went like the proverbial hot cakes.

The BLBS event was a natural and the ladies could hardly have been better salesmen, because they were totally sold on the idea themselves. One Cowlitz club alone had ordered more than \$650 worth of the living room lamps just for their own club members because they had come to recognize the worth of the BLBS effort.

The breakfast demonstration seemed a bit strange at first. Using a blender, the women mixed and served their own concoction consisting of milk, orange juice and bananas. Before you say "ugh," let Bertieann tell you that it has fine nutritive value and tastes better than it sounds. They had several hundred satisfied takers — and only a couple of grouches.

Somewhat to the surprise of the ladies, men were among the most interested on Friday when large cardboard flannelgraph models were covered and uncovered magician-like with "play clothes" made of varied types of cloth and styles. Hips, busts, and waists of the models seemed to wax and wane in size as different tricks were performed by Bertieann and her homemaker Houdinis.

The 4-H'ers worked nearby in an attractive area made more so by flats provided by a local store. Junior leaders were given a training session ahead of fair time by the manager of the store's home furnishings and yardage departments, and by the time the public began streaming through the area, the young people were able to make a confident pitch.

Films dealing with education for better family living were shown each day in a special area of the booth. Narration that accompanied the films

and slides was carried outside the building through loudspeakers.

The 4-H displays, giving aid and counsel toward the goal of being a wise consumer, attracted their share of the 30,000 who set a new attendance record.

Not all the benefits went to the visiting public. Some of the side effects were closer to home. Some of the homemakers' club members, seeing a shrinkage and label file that was recommended as a handy thing to keep near the washing machine, said: "Why haven't you told me about this idea before?"

"I had," says Bertieann, "but somehow the message had more punch when they saw it on display at the fair." It was also obvious, when strangers started firing questions, that the 4-H'ers had learned their lessons well.

Looking back at the projects, Mrs. Levings feels satisfied. Requests for additional material about the lights displayed and recommended have

been numerous. As an indirect result, entirely new groups of homemakers are beginning to show life.

"It seemed to foster a 'get on the bandwagon' feeling," says Bertieann. "New members have told us that they feel our homemakers' clubs are really doing something important."

For the past two years, Mrs. Levings points out, virtually all of the planning work for the fair has been done by the homemakers themselves with minimum assistance from the Extension office. A general fair chairman works with a committee of three to decide what exhibits and demonstrations will be used. Project leaders are invited to assist at this point.

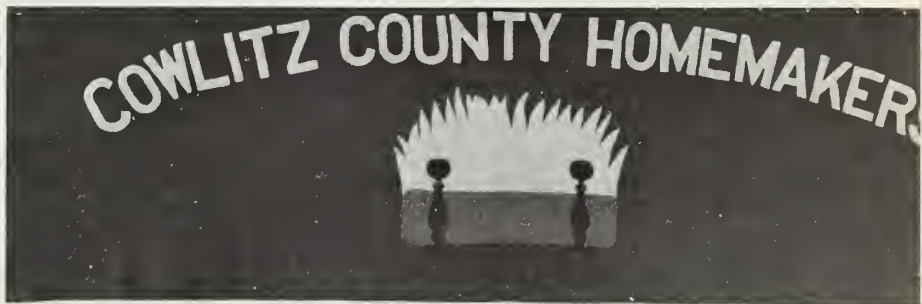
News coverage prior to the fair was excellent and continued that way during the event — pictures, multi-column headlines, the works. "It helps to have a cooperative paper, but real interest was there, too," Mrs. Levings says.

As far as she's concerned, the Cowlitz County Homemakers surely have built themselves a better mouse trap. □



Using a principle they learned at the Better Light—Better Sight booth at the Cowlitz County Fair, two homemakers measure to make sure a lamp shade is at eye level.

Nearly 40 Extension homemakers took turns working in this booth, which attracted hundreds of fairgoers to exhibits such as this one on Better Light—Better Sight.



HOMEMAKERS
DEMONSTRATIONS

WEIGHT LOSS
DIETING

DIET

DIET

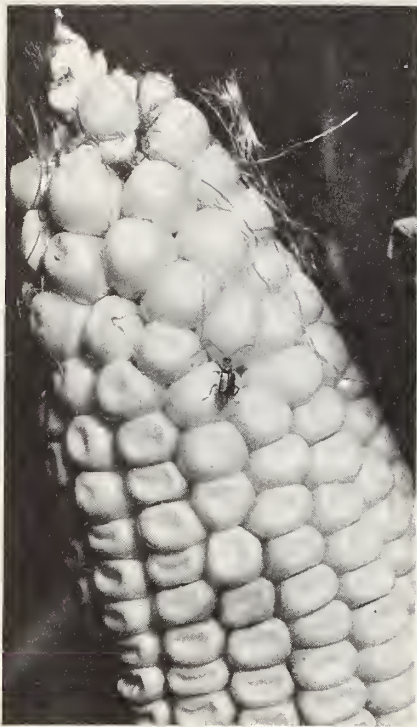
DIET

DIET

DIET

HOMEMAKER
COUNTY EXTENSION
OFFICE





By feeding on the silks, adult corn rootworm beetles hamper pollination and filling of the ears.

by
B. H. Kantack
*Extension Entomologist
South Dakota State University
Brookings, South Dakota*

Corn Rootworm Control

A South Dakota State University Cooperative Extension Service educational program on corn rootworm control has helped the State's corn growers increase yields by 14 million bushels since 1964. The average total production per year is about 113 million bushels.

Corn rootworm larvae feed on the corn roots, denying the plant moisture and nutrients. Feeding by the adult beetles on the silks interferes with proper pollination.

Three species of corn rootworm occur in South Dakota: the Southern corn rootworm, the Northern corn rootworm, and the Western corn rootworm. However, only the Western and Northern species have been of economic importance.

For a number of years the Northern species was predominant. Since 1963, however, the Western species has been responsible for over 80 percent of the corn rootworm damage.

During the 1963 crop-growing season, a serious outbreak of Western corn rootworm occurred in South Dakota, costing growers an estimated \$2 million in yield losses. About 496,000 acres of corn was damaged by species of the Western and Northern corn rootworm, with the heaviest infestation developing in the southeastern fourth of the State.

Investigations by the Extension entomologist and county agents revealed that on about 146,550 acres of corn the recommended soil insecticides, aldrin and heptachlor, failed to provide adequate control.

Why had these treatments failed? Was the Western corn rootworm population of South Dakota resistant to these recommended insecticides? If so, what corn-growing areas of the State should be immediately concerned?

Emergency measures initiated im-

mediately to deal with the rootworm threat included the following:

1) All farmers in the area were alerted to the problem through all news media. Special emergency recommendations were made.

2) Emergency basal sprays of diazinon were recommended for larval control in attempts to save infested fields.

3) Adult control recommendations were made for use in fields where the corn rootworm adults were causing damage to the silks which would interfere with or prevent proper pollination.

4) The Extension entomologist, cooperating with South Dakota State University's department of entomology and USDA personnel from the Northern Grain Insect Laboratory, initiated surveys to determine whether the Western corn rootworm beetle was resistant to aldrin and heptachlor, what counties harbored populations of the species, and how widespread were the suspected resistant beetle populations.

Results showed that the Western corn rootworm species was well established, with damaging larval populations present in 11 counties. Adult beetles were collected as far north as the North Dakota border, but surveys indicated that beetle numbers decreased rapidly north of a line extending from the northern edge of Moody County west to Lyman County. Additional infestations were also found in extreme western South Dakota.

Adult beetles collected from 35 different locations in the State were tested at the Grain Insect Laboratory and proved to be resistant to aldrin and heptachlor.

With resistant Western corn rootworm well established in South Dakota, the need for complete revision of control recommendations and expansion of educational efforts was apparent.

On the basis of results obtained in

1963 from Extension demonstrations and research plots in Lincoln and Turner counties, several organic phosphates were selected as replacement insecticides for aldrin and heptachlor in areas where resistant rootworms were expected to be a problem in 1964.

The educational program was directed toward solving this serious insect problem which posed a threat to South Dakota corn producers. The objectives were:

- 1) to create an awareness of the problem among corn producers;
- 2) to inform them of how the resistant corn rootworm problem has been moving into new areas each year and keep them informed about which areas could expect serious damage during subsequent cropping years;
- 3) to encourage farmers in areas of expected infestations to apply the proper insecticides, at the proper rate, in the correct manner;
- 4) to teach growers how to handle the recommended chemical for corn rootworm control in a safe, proper way.

Procedures to accomplish these objectives were initiated immediately. News releases, magazine articles, radio tapes and television programs were prepared to inform farmers on methods and materials for corn rootworm control.

Recommendations for corn rootworm control in South Dakota were completely revised. The organic phosphate insecticides were recommended for control of resistant Western corn rootworm. Over 40,000 fact sheets on corn rootworm control were distributed. The safe use and proper application of the insecticides were stressed.

Survey data were evaluated, and areas where the organic phosphate insecticides were needed for control of resistant corn rootworm were outlined. In corn-growing areas where the resistant Western corn rootworm was not expected to be a problem, aldrin and heptachlor were still recom-

mended, as the cost of treatment was less for these two insecticides.

County agents held 10 area meetings for dealers to familiarize them with the new insecticide recommendations. Points receiving emphasis were selection of the proper insecticide, proper placement, rate of application, and safe and proper use of the recommended materials.

Farmer-grower meetings were held by county agents. Numerous chemical dealer meetings were also conducted to assist farmers with procedures necessary for control of Western corn rootworm. The Extension entomologist attended 21 of the meetings held by county agents.

Sixty-nine Extension and research plots were set up in 24 counties to show the benefits of insecticidal control of corn rootworm and to meas-

ure the efficacy of new insecticides against this serious pest. Tours of the plots were conducted periodically throughout the growing season.

As a result of the educational program on corn rootworm control, initiated by the SDSU Cooperative Extension Service, over 600,000 acres of corn were treated with insecticides in 1964, and approximately 1 million acres in each 1965 and 1966.

This 1 million acres represents about 70 percent of the total South Dakota acres infested with Western corn rootworm. Other corn growers are following cultural recommendations by using crop rotations.

As a result of Extension recommendations, estimated annual increases in corn production was 4 million bushels in 1964 and 10 million in 1965 and 1966. □

In his right hand a county agent holds a stalk from an untreated portion of a corn rootworm control demonstration plot. In his left hand is a stalk from a treated area.



Extension— Catalyst, Coordinator

for Vilas County's
dynamic
recreation program

by
Herman Smith
*Extension resource agent,
Vilas County, Wisconsin*

Over 1,300 inland lakes, 73 fresh water streams, 500,000 acres of forests, 1,000 miles of hard-surfaced roads, 749 resorts, 5,000 summer homes, 50 campgrounds, an abundant array of wildlife, and a climate unexcelled for outdoor recreation — these facts, plus an organization of energetic people, have helped to make Vilas County, Wisconsin, "Vacationland, U.S.A."

Recreation is big business in Vilas County. About \$30 million in new money was brought into the area by visitors in 1960. Because of the development of a year-round recreation season, it is estimated that this figure increased 10 percent in 1965 and 15 percent in 1966.

In spring, fishing and natural beauty are the primary attractions. Summer

is a family vacation time filled with many activities, most of them water-oriented. Fall is the time of the beautifully colored leaves. Winter activities include snowmobiling, ice fishing, skiing, tobogganing, and ice hockey.

The census population in the county is low—9,233. But the population swells to over a quarter of a million during the peak season in the summer. Therefore, the county must be well organized for action.

Extension agents give advice and assistance to many parts of the county's recreation industry—the publicity committee, resource development group, chamber of commerce, park commission, zoning and pollution control committee, county board, and advertising committee.

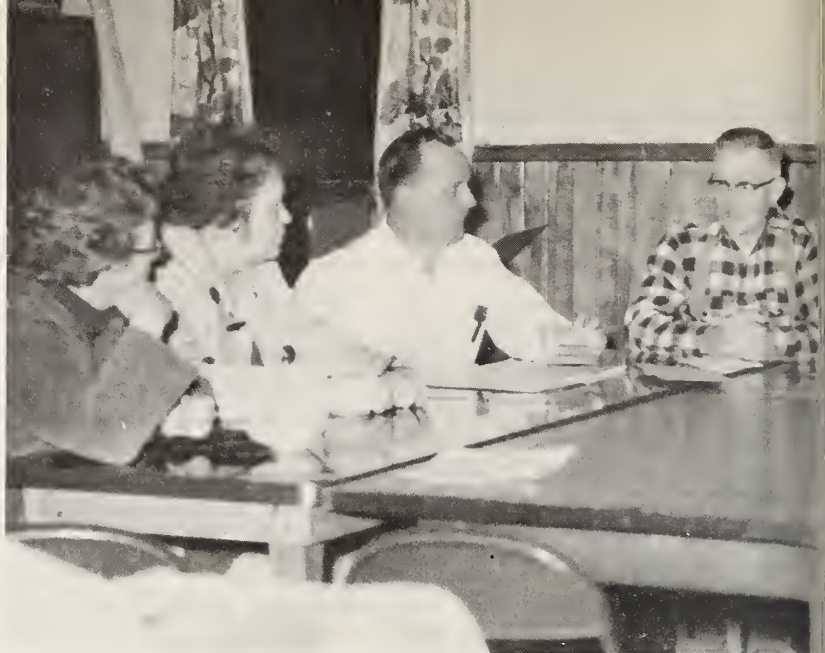
Extension serves as coordinator, activator, and catalyst to take care of the large number of visitors. When a problem arises, people must have ready access to the facts in order to make a wise decision. They have

come to look upon the Extension Service as a source of those facts. Extension is often asked to assemble information, formulate possible solutions, and report to the people, who make the final decisions.

Good communications are necessary, and mass media play an important part in the Extension methods of teaching. However, we should not overlook the fact that planning committees, tours, personal contacts, and letters also play a big part.

Educational meetings on advertising, brochure layout, landscaping, hospitality, water pollution, and natural beauty are continuing programs, often in the form of resort night schools which take place in the winter.

Recreational institutes for resort and motel operators and other service related industries are held in the spring and fall. As a result, special re-training programs have been organized to help gear the recreation industry operators to meet the challenge of the changing times.



Vilas County recreation planning takes place at the grassroots level. Representatives of local groups such as the Women's Club, 4-H, town board, and Lion's Club serve as a communications link between Extension and the community.



Ben Guthrie, left, president of the Vilas County Chamber of Commerce, and Herman Smith, Extension resource agent.



Water and boat safety demonstrations for boys and girls 9 to 14 were organized by the assistant Extension resource agent. A series of three meetings took place in two locations each summer and were broadcast by a local radio station.

When more waitresses were needed to extend the summer season, the Vilas County Extension office, in co-operation with the University of Wisconsin, held a waitress training school. This was a series of 10 night meetings for underemployed housewives.

Surveys to determine the needs of vacationists are conducted by the local Extension office under the guidance of the Economics Department of the University of Wisconsin. Results are relayed to resort operators, businessmen, and the information bureau to be put into use almost immediately.

The Extension office has also been called upon to help coordinate community and county events to eliminate overlapping and allow visitors to enjoy all the activities.

Promotional activities stimulate interest in the area's resources. To promote the sport of snowmobiling, three communities in two counties began cooperating in the Hodag Cross Marathon and World's Championship Snowmobile Derby several years ago.

Another example is "Operation Blueberries," started by Extension agents to bring wild blueberries back into production. To stimulate interest in ongoing research, 11 communities cooperated in the promotion by selecting a queen and scheduling special activities.

The Vilas County Musky Marathon is another method of making the best use of natural resources. Eight tons of muskies have been caught by over 1,500 successful fishermen in one season.

Floatarama is a colorful torchlight parade on water at night. Indian powwows and dances in the Indian Bowl at Lac du Flambeau on the Chippewa reservation, outdoor chicken barbecues, venison roasts, bear barbecues, and corn roasts are all activities enjoyed by our many visitors.

In addition, tours of potato fields and cranberry bogs are scheduled in the fall during a month-long celebration known as Colorama—an example of making the best use of outdoor beauty.

Eight years ago three communities started the idea of promoting the beauty of the colored leaves. In 1966, 12 communities in Vilas County participated, along with seven other counties which have recently joined Vilas to form the Wisconsin Northwoods Council. The State of Wisconsin also helps to promote Colorama.

Because of Vilas County's unique position at the top of Wisconsin, and because of its natural resources and organization for action, many new ideas are tried in the recreation industry. The success of these projects can be attributed to cooperation among local individuals, organizations, town governments, and the county—and to Extension educational and organizational assistance.

A long range planning committee continues to probe the future to determine the direction in which the people should move to meet the challenge of the times. We in the Extension Service, working with other government committees, are helping to guide their thinking. □



Extension Farm Agent Robert Linder advised R. D. Smith on financial problems and cultural and fertilizer practices. At left, they discuss Smith's winter grazing crops.

Alabama's Grassroots Approach . . .

Simple demonstrations help solve low-income problems

by

John Parrott
Extension News Editor
Auburn University
Auburn, Alabama



District II of Alabama's Cooperative Extension Service took a "grass roots," "eyeball-to-eyeball" approach in solving some of the State's low-income family problems in 1966.

Made up of 17 counties in southeast Alabama, District II is known as the Wiregrass Area. Principal crops are peanuts, cotton, and livestock.

Under the supervision of county

With Extension help, George Rogers rescued his failing farming operation. At left, County Extension Chairman W. D. Thomason checks Rogers' cotton at harvest time.

Extension staffs, 256 low-income family demonstrations were conducted during the year. Demonstrations were kept simple and dealt with increasing farm income and the home food supply.

For example, there were garden, corn, peanut, cotton, poultry and home meat supply demonstrations set up for family units. One county had commercial cucumber demonstrations.

Objectives of the demonstrations were to show by example the value of recommended production practices in increased production, higher income, and availability of a home food supply.

Assisting low-income families was

designated the top priority item in the 1966 Extension program. The general rules for conducting the demonstration program included the following:

1. Demonstrations must be kept simple, practical, educational in nature and within capabilities of the family.

2. Demonstrations in field crops should be set up with the lower half of the low-income group.

3. Demonstrations on home meat supply should be set up with low-income families who are now buying their meats.

4. Demonstrations on the home garden should be set up with low-income families who have or who can secure adequate garden facilities. Each agent supervising the demonstrations was assigned from 2 to 15 families with which to work. Each demonstration family was asked to keep a simple set of records showing costs and returns.

Agents made at least two visits a month to the low-income farmers and kept an information folder on each. Pictures were made, reactions of the families were recorded, and other necessary information was filed for complete reporting at the completion of the demonstration.

Results are not in on all participants but enough are available to show a good picture of progress and the potential of such a program. District II Extension Chairman J. C. Bullington says there have been some disappointments, but as a whole the project has been highly successful.

"Agents are optimistic," said Bullington. "They're seeing the need for working with these folks. We're reaching people we never reached before. Many didn't know Extension existed, and those who did knew little about what we had to offer."

One of the most pleased demonstrators is George Rogers of Ozark, Alabama.

Rogers almost had a complete crop failure in 1965. He made only 14 tons of peanuts on 50 acres—about one-third of the county's average yield.

This year, through the help of County Extension Chairman W. D. Thomason, he almost tripled his 1965 yields and sold 23 tons from a planted acreage of 32.

"Mr. Thomason has been the difference," smiled Rogers. "He helped me from the very first move—securing operating money — until my crops were harvested."

"Little things like coming by and reminding me of jobs that needed to be done is where the county chairman helped most. He advised me on taking soil samples, planting dates, varieties, insect control, and how and when to cultivate. Of course, we didn't agree all the time, but we got things worked out for the best each time."

"I'm going to pay off most of my debts—about \$5,000—this year," said Rogers. "Most of these debts piled up last year but some were two or more years old."

At the beginning of this year Rogers was in a financial tight. He owed money at the bank and needed money for making a new crop. "It seemed that I wasn't going to be able to get the money," said Rogers.

Thomason came to his rescue. He talked to the local banker, R. C. Joiner, and asked what it would take to get the low-income farmer some operating capital. The banker said a \$500 payment would get him off the hook.

Thomason took this information to Rogers and together they decided how he could raise the \$500 and not jeopardize his operation. Thomason advised him to sell enough sows and pigs to raise the money and later buy some gilts and get back into the hog business. This he did, and the loan went through.

"Things like this helped me over some humps I couldn't have hurdled by myself," said Rogers. "I needed someone to guide me, and Mr. Thomason has done just that."

"We're proud of Rogers," said Joiner, who is executive vice president of an Ozark bank. "He made

a good crop this year and I know he's going to make it."

What about Rogers' counterparts who live nearby? "They've watched my operation all year," said Rogers, "and every one of them says he is going to try to do the things I did to up his yields and income."

A Bullock County family of 11 received help from Extension and increased its laying flock from 15 hens to 40. In addition, the family started and had good success with a garden demonstration. Pork and beef were grown on the farm for family meat supply, too.

Mrs. Nettie B. Robbins knew she had to do some planning to properly feed her 10 children. Advice from Extension Home Agent Mrs. Nannie Rhodes helped her decide the size garden she needed and size laying flock to supply enough eggs for eating and baking.

Mrs. Rhodes reported that Mrs. Robbins' family ate fresh vegetables from her garden all summer and froze the excess for winter use. "We ate about 500 pounds of fresh vegetables and put over 500 quarts in our freezer," said Mrs. Robbins. "This was a saving of over \$500 for us."

The home garden and meat supply demonstrator also raised 80 chicks and consumed 25 fryers and froze 10 for future use.

The family also has three meat hogs for family consumption. They killed and processed a 400-pound calf for their home freezer at a saving of about \$150.

"I'm well satisfied with our program in District II," said Bullington, when asked about progress and the program's future. "We plan to expand next year by taking in more families and using this year's demonstrators as leaders in their respective communities in the expansion program."

"There's no doubt in my mind but that this program is going to spill over into hundreds of families and create better living conditions and improve the State's economy and educational level in the process." □

The Eager Elves 4-H Club is for children in a school for the retarded. Here, the county agent gives the president a 4-H record book cover.



by
Frank Heitland,
Ima Crisman,
and Barb Suhr*

South Dakota Finds

New Audiences for 4-H

4-H Club work is for the rural, middle class, relatively affluent boy and girl . . . not true! In South Dakota, as well as in other States, efforts are being aimed at expanding 4-H opportunities. But we have no intention of lessening our work with rural youth.

Two approaches assist South Dakota Extension workers with 4-H enrollment expansion: 1) the State 4-H office has developed an agent's kit, "Increasing 4-H Enrollment." The kit contains ideas and materials to stimulate an interest in expanding 4-H Club work, as well as to provide the agent with a few tools to assist in promotional efforts; 2) emphasis has been placed on the concept of self-determined projects so that Extension workers and 4-H leaders realize that new project areas can be used if they

fit the interests and needs of a specific group.

Two of the groups which receive attention from South Dakota county Extension workers in strengthening and expanding 4-H Club work are urban youth and Indian and other non-caucasian youngsters.

In addition, counties have begun to see possibilities for 4-H expansion with exceptional children, boys' ranches, State schools for correction and for the retarded, and ethnic colonies.

Each requires a different approach, and in some cases a complete change from the "club" concept. This has been particularly true in the State's Hutterite settlements.

South Dakota has had a special interest in the Hutterites and their communal farms for many years. There are now about 340 Hutterite families in the State, with a population of more than 2,440 concentrated in 24 settlements. Since all goods and properties are held commonly in this

system, it has been impossible to organize 4-H Clubs which promote ownership of projects.

Nevertheless, Extension workers in Edmunds County have met periodically with the Hutterite children to show them films and slides on safety and those areas of colony enterprise in which the youngsters have responsibilities and interests. These include poultry management, beekeeping and honey production, and conservation.

Extension Agent Dennis Bunde and Home Economics Agent Eleanore Krokosh aim eventually to have Hutterite youngsters participate in county-wide 4-H activities.

Efforts are being made to expand 4-H work into Hutterite colonies in other counties, but the process is slow.

It has been impossible in the past for an exceptional child to belong to a 4-H Club. The mentally handicapped child, in particular, could not hope to do the same work as the average boy or girl. However, 4-H Club work in South Dakota, by elimi-

**Heitland, State 4-H agent;
Crisman, assistant State 4-H leader;
Suhr, information specialist, South
Dakota Extension Service.*



Indian 4-H'ers prepare to do a folk dance for a South Dakota Extension Service television program.

nating completion requirements and adopting the leader-member project plan, now allows each child to develop at his own pace.

Work with exceptional children has been piloted primarily with three groups—two local clubs and one club at the State Hospital for the Mentally Retarded. A Minnehaha County mother who could not get a 4-H Club to accept her retarded child put a notice in the local paper.

Eighteen families who also had retarded children answered, and a 4-H Club was formed. The club now has eight active members, one of whom had a purple ribbon sugar cookie exhibit at the Sioux Empire Fair last year.

Glen Schrader, Minnehaha County Extension Agent, commends the work the leaders are doing in his club. "It is slow work—repeat, repeat," he says. "This is just another example of how Extension can help young people fit into society and feel a part of something."

In another club for exceptional boys and girls in the more rural area of Hutchinson County, club members range in age from 6 to 17 and are enrolled in crafts, gardening, and the beginner's home economics project. One boy also has a calf which he hopes to exhibit at the county achievement day.

"Although there are some limitations as to what they are able to do," says the county agent, "we are offering these young people the same opportunities that every other 4-H'er in the county has."

The club at the State Home for the Mentally Retarded was organized in 1965, and now has about 25 members ranging in age from 14 to 16 with projects centered around handicraft and gardening.

Handicapped youngsters also have the opportunity to participate in regular club groups. A 12-year-old Spink County boy, blind since birth, has been a 4-H member for three years. In 1965 he exhibited a purple ribbon

heifer at the county 4-H achievement days and won a fourth place and a blue ribbon at South Dakota State Fair. Relying on his acute senses of touch and hearing, he does so well that onlookers are seldom aware of his blindness, says the associate Spink County Extension agent.

A 4-H Club in Minnehaha County at McCrossan Ranch is for the wayward boys who reside there. Members primarily carry agricultural projects. Most of the livestock is obtained through donations from area businesses and industry.

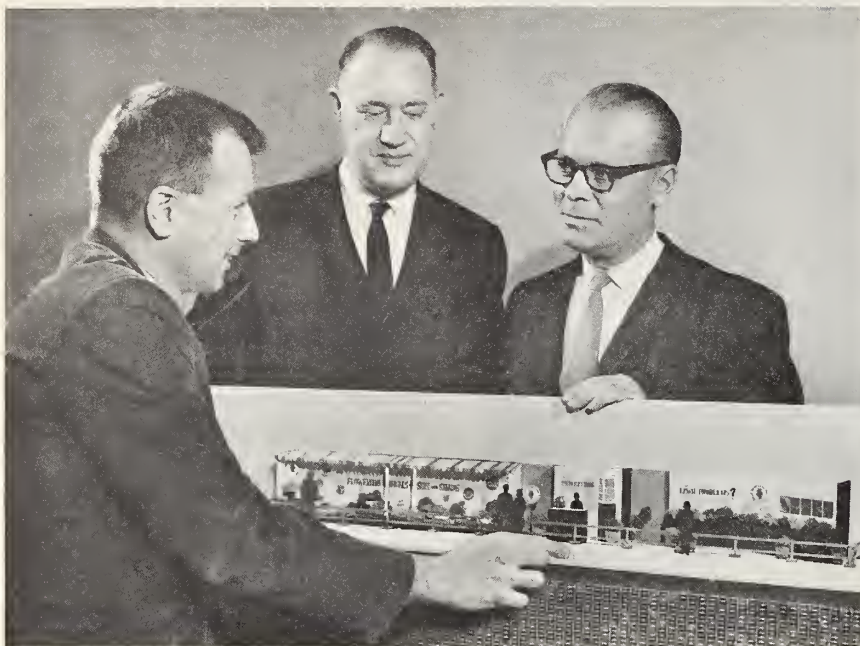
Sioux Falls Junior Chamber of Commerce has taken over the 24-member McCrossan Ranch 4-H Club as one of its projects. Expansion of this type of club is being considered at other boys' ranches throughout the State, and similar work has been carried out at the State Training School in Plankinton during the past eight years.

Expanding 4-H opportunities to Indians has provided another challenge. Progress is somewhat hindered by inadequate facilities, distance, and seasonal movement of some Indian families. Most meetings are necessarily held in day schools, and project work is done at the meeting place because of lack of facilities and equipment in many of the homes.

Projects of prime interest to Indian youth are handicrafts, clothing, foods, gardening, and activities such as camping and Share-the-Fun. In 1965, 970 boys and girls of Indian descent were enrolled in 74 South Dakota 4-H Clubs. These clubs combine both Indian and white members and leaders.

Interest is strong in South Dakota for expanding 4-H Club work to new youth audiences, but the obstacle is to find leaders and to train them for the challenges that must be met.

Nevertheless, great strides have been made during the past five-year effort. Continued emphasis on development of leader-member-parent project goals and self-determined projects can open the doors of 4-H to many interested and needy youth. □



Good planning, including the use of scale models, is important to the success of an exhibit. Victor Stephen, left, of the University of Illinois Agricultural Communications Office explains last year's model to J. B. Claar, Extension Director, and Dr. C. J. Birkeland, head of the Department of Horticulture.

Award-Winning Exhibits

- arouse interest
- stimulate thought
- cause action

by
Helen Fry
Communication Specialist
University of Illinois

There's no formula for producing an award-winning exhibit, but you can be sure your display will be effective if it arouses interest, stimulates thought and causes action.

The University of Illinois Office of Agricultural Communications is now adding the finishing touches to another colorful floriculture display for the annual Chicago World Flower and Garden Show in March.

At last year's show in McCormick Place, the College of Agriculture's exhibit won three awards: the Mayor's Award, the Flower Show Sectional Medal in the amateur category and the Garden Club of America's Bulkley Medal. The University was especially proud of the Bulkley Medal, since it is bestowed only when an exhibit is deemed to have exceptional merit.

Ability to arouse interest or attract attention at the country's largest annual indoor floral display demands a production that can compete with the work of topnotch landscape architects, nurserymen and display designers.

The importance of planning cannot be overemphasized, says Victor Stephen, coordinator of the Visual Services Division, which builds the college exhibits. And the best way to plan well is to have a working committee.

Planning for the University's flower show display begins in June, when the flower show director, Frank Dubinsky, offers the Department of Horticulture a choice of locations.

Extension horticulturist Marvin Carboneau then meets with Stephen and his committee to discuss the specifics of Who, What, Why, When, Where and How.

Only when the committee has clearly defined answers to the five W's do they proceed to the How.

Design and production start in September, and several months are needed to grow the many plants and force them to flower.

Exhibit material must have a personal appeal. Since home gardeners

spend many winter hours browsing through the latest seed catalogs, they welcome an opportunity to see the real thing. Last year's U. of I. theme, "Paint Your Garden with a Palette of Flowering Annuals for Sun and Shade," had wide appeal.

The display area, 8 feet deep by 70 feet long, also contained a section on turf weeds and diseases and a publication display.

Three publications were offered free, and more than 69,000 copies were distributed. "Flowering Annuals for Sun and Shade," a 16-page publication, was written by Dr. Carbonneau especially for use with this display. The other two publications were a bulletin entitled "Lawn Diseases in the Midwest" and a folder listing 17 publications available from the University on other horticultural subjects.

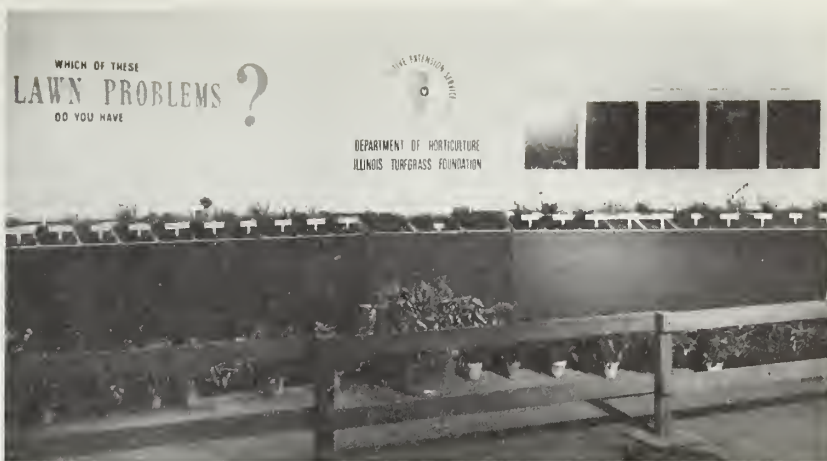
Having decided upon the subject matter and the purpose of the exhibit, the committee constructs a scale model. The model not only helps to solve design and construction problems, but also helps the horticulture staff plan the number and size of plants needed to create the desired effect.

A photograph of the model is used for advance publicity. Picture stories on special aspects of the display, such as new annual varieties or recent developments in weed control, are sent to selected publications. Radio stations receive items through the regular tape service.

To be most effective, displays should be manned. Extension horticulture specialists who man the flower show display answer several thousand questions daily.

Because many hours and dollars go into the production of these large displays, much thought is given to possible reuse of the materials. The turf and publications sections have been used in several other flower shows and fairs.

After last year's success, the Illinois staff's main concern this year was what to do for an encore. □



The lawn section displayed examples of turf and weed varieties with large colored transparencies of lawn diseases, which lighted up in sequence.

The flowering annuals section featured a palette of live flowers, a small fountain, and a multi-colored awning. Varieties recommended for Illinois filled the beds at the foot of the display.





From The Administrator's Desk by Lloyd H. Davis

Agents of the Other War

You probably read in a recent edition of a national news magazine an article entitled "Agents of the Other War." This was an account of our fellow Extension workers who are representing all of us in Vietnam. These 37 men now in Vietnam or in training will be helping the farmers of Vietnam improve the food production of that nation. They are agents of the other war—the war for the minds and hearts of men. They are also agents of the other war—the continuing war of population against food supply.

This war between population and food supply has been going on since time immemorial. It was the subject of a famous dissertation by an economist named Malthus.

For 50 years Extension workers have been the front-

line troops in this struggle in our country. It is a struggle in which we have been eminently successful.

Worldwide, this other war between population and food supply is a struggle becoming constantly more intensive and of great concern to us as a Nation. It appears inevitable that Americans trained and experienced for combat in this struggle are going to be called upon to serve our Nation and the underdeveloped nations more in the future than in the past. All of us, particularly the young Extension workers, should look forward to foreign Extension Service as a normal part of our professional careers. We all should be prepared for it.

We are proud of our Extension workers in Vietnam fighting in the other war. Just as our Nation can have growing pride in our future contributions to the other war worldwide. □